AMENDMENT TO THE CLAIMS

Please cancel claims 29 and 34.

1-3. (Canceled)

4. (Previously Presented) A communication device, comprising:
a register configured to store a user identifier;
a transmitter configured to transmit the user identifier to a network; and
a subscriber identity module (SIM), wherein the user identifier is associated with a serial number that, at least in part, is assigned to the SIM by a manufacturer of the SIM.

5. (Previously Presented) The communication device of claim 4, further comprising a processor, wherein the processor is configured to encrypt at least one of a device identifier and the user identifier before transmission to the communication network.

6. (Previously Presented) The communication device of claim 4, further comprising:
a processor; and
a user input interface configured to supply commands to the processor.

7. (Previously Presented) A cell phone, comprising:
a display configured to display data and commands;
a user input interface for data entry and command entry;
a subscriber identity module (SIM) having a SIM serial number that, at least in part, is assigned to the SIM by a manufacturer of the SIM; and
a transmitter configured to transmit the SIM serial number to a network.

8. (Original) The cell phone of claim 7, further comprising a memory configured to store a device identifier, wherein the transmitter is configured to transmit the device identifier.

9. (Canceled)

10. (Previously Presented) A content provider configured to communicate with one or more mobile stations, comprising a content personalization interface configured to receive an anonymous user identifier from at least one of the mobile stations, wherein the anonymous user identifier is based, at least in part, on a serial number of a SIM assigned to the SIM by a manufacturer of the SIM.

11. (Original) The content provider of claim 10, further providing a processor configured to deliver content to the at least one mobile station based on the anonymous user identifier.

12-13. (Canceled)

14. (Previously Presented) A content provider, comprising:
    a personalization interface configured to receive anonymous personalization data that includes an anonymous user identifier that is, at least in part, a serial number of a subscriber identification module (SIM) assigned to the SIM by a manufacturer of the SIM; and
    a processor configured to provide content to a user based on the anonymous personalization data.

15. (Original) The content provider of claim 14, further comprising a database configured to store personalization data.

16.   (Original) The content provider of claim 15, wherein the personalization interface is configured to receive anonymous personalization data associated with an HTTP header.

17.   (Original) The content provider of claim 14, wherein the personalization interface is configured to receive anonymous personalization data that includes a device identifier and the processor provides device-specific content based on the device identifier.

18.   (Original) The content provider of claim 14, wherein the personalization interface is configured to receive anonymous personalization data from a mobile station.

19.   (Previously Presented) The content provider of claim 14, wherein the personalization interface is configured to receive the user identifier that is stored on the SIM.

20.   (Previously Presented) The content provider of claim 19, wherein the user identifier is the SIM serial number assigned by the manufacturer of the SIM.

21.   (Previously Presented) A method of providing personalized content in a wireless communication network, comprising:
        selecting an anonymous user identifier based, at least in part, on a serial number of a subscriber identity module (SIM) assigned to the SIM by a manufacturer of the SIM; and
        selecting content based on the user identifier.

22.   (Previously Presented) The method of claim 21, wherein the selected user identifier is the serial number of the SIM.

23. (Original) The method of claim 22, further comprising selecting a device identifier.

24. (Previously Presented) The method of claim 23, further comprising: comparing the device identifier and the user identifier with a set of user profiles; and selecting content based on a selected user profile.

25. (Previously Presented) A method of obtaining anonymous personalized content, comprising: selecting an anonymous user identifier based, at least in part, on a serial number assigned by a SIM manufacturer to a subscriber identification module; identifying content for delivery based on the anonymous user identifier.

27. (Previously Presented) The communication device of claim 4, wherein the register is configured to store a mobile station number and the transmitter is configured to transmit the mobile station number and the user identifier to a network.

28. (Previously Presented) The communication device of claim 27, wherein the mobile station number is a mobile station ISDN number (MSISDN).

29. (Cancelled)

30. (Previously Presented) The communication device of claim 29, wherein the register is configured to store a mobile subscriber identity and the transmitter is configured to transmit the mobile subscriber identity to the network.

31. (Previously Presented) The communication device of claim 30, wherein the mobile subscriber identity is an international mobile subscriber identity (IMSI).

32. (Previously Presented) The communication device of claim 4, wherein the register is configured to store a mobile subscriber identity and the transmitter is configured to transmit the mobile subscriber identity to the network.

33. (Previously Presented) The communication device of claim 32, wherein the mobile subscriber identity is an international mobile subscriber identity (IMSI).

34. (Cancelled)